

The Tilted Kilt® Brand Differentiation

Special Brand Features	Tilted Kilt	Hooters	TGI Friday's	Applebee's	Chili's	Outback
Scottish Pub & Eatery Theme	Yes	No	No	No	No	No
Large, Premium Beer Selection	Yes	No	No	No	No	No
Very High Food Quality	Yes	No	No	No	No	Yes
Large Bar and Captain's Table	Yes	No	No	No	No	No
US\$2 million Average Single Unit Revenue	Yes	No	Yes	No	No	No
Kilt Girls® & Kilt Guys	Yes	No	No	No	No	No
Very High Quality Decor with Sports Themes	Yes	No	No	No	No	No
Abundance of Large HD Screens	Yes	Yes	No	No	No	No
Unique Entertainment & Special Events	Yes	No	No	No	No	No
Destination Brand - stand alone or mall based	Yes	Yes	No	No	No	No
TK TV™ - Proprietary Training and Event TV Network	Yes	No	No	No	No	No